

Note for Schneidman, Eileen

From: Schneidman, Eileen
Date: Fri, Mar 10, 1995 8:11 PM
Subject: 3/10 Birthday Mailing feedback
To: Chamian, Rebecca
Cc: boggs, lisa; Piskor, Stephen; wolf, john; zeeman, laurie

Rebecca,

This e-mail will confirm all next steps re: the May Birthday Mailing after speaking with Nancy.

ART

- BERNIE'S INK WASH is probably where we'll end up, provided you guys can crop appropriately (either lose or correct the extended torso).
- Just in case Bernie's piece doesn't work, please continue exploring TOM RYAN'S ARTWORK and making the CHUCK'S BRIDLE work in B&W. We'll need to see this stuff with Bernie's.
- Simultaneously, we'd like you to explore VISTA ADS: Aspen Reflections and the Ultra Lights shot (Blue River Crossing is a contender. Dig up other Ultra Lights shots that are appropriate). Nancy said that many consumers call us requesting reproductions of ads...
- There is a good possibility that we'll send Bernie's to 1/2 the mailing audience and an Ad to the other 1/2, then figure out what was liked/framed the most. If we're taking bets now, my vote's with the ad...

FORMAT

- 8" x 10"
- 1st Class
- OE: good stock, preferably lasered, second choice: ecru label, gold trim and black writing
- Guts: card on top of print. Card has Birthday wish plus framing suggestion on it, copy matches "Happy Birthday" font we're using for 4/95 Birthday OE. Print has no debossed border.
- Cost: \$1.01

NEXT STEPS

You guys owe us revised art, timing and artwork costs w/o 3/13.

I know you all pulled alot together in no time flat, and it's appreciated. By bringing in a variety of formats and art, you saved us several rounds of creative. Looking forward to finalizing piece next week.

Eileen

- 3/13 RC said in 3/16
- concern vistas in Mcalendar 3.25 million

2041340404